



UTAH OFFICE OF TOURISM

Mission Statement

To brand and promote Utah's great experiences and destinations for visitors and citizens in an inspiring way to support and enhance economic vitality and quality of life in our state.

Major Objectives

1. To brand the state of Utah in a way that increases visitation and revenue throughout the entire year.
2. To provide exceptional service to all our partners, constituencies and customers.
3. To secure and manage adequate on-going funding for the organization as it supports the tourism economy of the State.
4. To promote and maintain excellent communication, coordination and "win-win" relationships with and between our tourism partners, and other governmental agencies.
5. To create and maintain a strong infrastructure which includes a first-class staff, facility and state-of-the-art technology.

Advertising, Marketing and Research

The Utah Office of Tourism (UOT) promotes the Utah Life Elevated® brand through the Tourism Marketing Performance Fund (TMPF), which was established in 2005 to increase tourism spending. Twenty percent of the TMPF is used for the Cooperative Marketing Program for non-profit tourism entities across the state to promote their destinations and events out-of-state. The Tourism Research program provides direction to UOT in implementing its mission and objectives.



Communications, Publications and Fulfillment

UOT produces timely and attractive electronic and printed guides, brochures, calendars and other publications to entice travelers to Utah and provide accurate travel information to visitors and residents. Major publications include the Utah Travel Guide, Utah Scenic Calendar and a series of one-sheet information briefs used at trade shows and in visitor and welcome centers. The agency works with a national public relations firm and also writes and distributes in-state news releases, in addition to employing social media to publicize the state.

Travel Trade

The Travel Trade program leverages resources with co-partner organizations to position the Utah brand at marketing orientation seminars, major trade shows, sales missions, as well as with group and individual familiarization tours for tour operators and media. Promotional activities are conducted in key international markets such as Germany, the United Kingdom, France and Japan while investigating opportunities in other emerging markets including China.

